



**Planning Staff Report to
Board of Zoning Appeals
November 8, 2021**
for the November 11, 2021 Public Hearing

Docket Number: S 21-767

Applicant: Gregory R. McPhee
Extra Crispy, LLC

Property Owner(s): 1503 Overbrook, LLC, Richard Lynch

Property Location: 1501 East North Street, Suite 102

Tax Map Number: 019000-02-07000, 019000-02-07011

Acreage: 1.7 acres

Zoning: C-1, Neighborhood Commercial District

Proposal: **SPECIAL EXCEPTION to establish a 'Restaurant with alcohol sales'**

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.1.3 (A) (1), *Board of Zoning Appeals/Powers and Duties/Special Exceptions*

Sec. 19-2.3.5, *Special Exception Permit*

Sec. 19-4.1, *Table of Uses*

Sec. 19-4.3.3 (C), *Use-specific standards for Eating Establishments*

Staff Recommendation: Approve with conditions

Staff concludes that the application complies with standards to grant a Special Exception Permit for a **'Restaurant with alcohol sales.'** If the Board decides to grant the Permit, Staff recommends the following conditions:

1. The operation of the establishment shall substantially conform to the testimony of the Applicant and the content of the application.
2. Hours of operation shall be substantially consistent with those stated by the applicant, with closure no later than 10 p.m.
3. All interior amplification shall be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
4. Except to provide ingress and egress, exterior doors and windows shall remain closed after 10:00 p.m.
5. The Applicant shall take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, adequate patron parking and applicable neighborhood parking restrictions.

Staff Analysis:

The Applicant, Gregory McPhee, managing partner of Extra Crispy LLC, requests special exception approval to establish a restaurant with alcohol sales in a C-1, Neighborhood Commercial, Zoning District.

The subject property is 1501 East North Street, Suite 102, located at the northeast corner of East North Street and Chestnut Street. The property is currently under construction for a mixed-use project, known as 'Overbrook Village,' which received preliminary certification for rehabilitated historic property historic tax credits in February of 2020 (RHP 20-16).

Per Sections 19-4.1 (*Table of Uses*) and 19-4.3.3(C) (*Use-specific standards for Eating Establishments*), a special exception permit is required for restaurants to serve alcohol in the C-1 zoning district. The applicant intends to establish a 2,559 sq. ft. full-service restaurant with indoor and outdoor seating. A separate Conditional Use permit Application (CU 21-735) has been submitted for the outdoor seating area and a Conditional Use Permit was issued on October 8, 2021.

The Technical Advisory Committee (TAC) met with the applicant on October 18, 2021 and recommended approval of the special exception permit with conditions. These recommended conditions are listed at the end of this report.

A Special Exception Permit shall be approved only upon finding that the applicant demonstrates **all** the following are met:

1. Consistent with the Comprehensive Plan

The Future Land Use Map of the City's GVL 2040 Comprehensive Plan designates this property 'Urban Residential', which is intended to allow a mix of residential densities, compact development, walkable streets, and uses complementary to residential uses, such as community recreation facilities, places of worship, and schools.

Staff finds, with appropriate conditions, the proposed use is consistent with the intent of the future land use designation, specifically the intent to establish walkable neighborhoods with complementary uses.

Staff finds, with appropriate conditions, the proposed use is consistent with the GVL 2040 Comprehensive Plan.

2. Complies with use specific standards

Use-specific standards for restaurants are contained in *Section 19-4.3.3(C) Eating establishments*, as listed below:

(1) General.

- a. *Eating establishments that encroach onto public property shall comply with the city's outdoor displays and cafes ordinance (see chapter 8, article VIII, of this Code).*
- b. *Eating establishments on private property shall comply with the following standards:*
 1. *The eating establishment shall not obstruct the movement of pedestrians along adjoining sidewalks, or through other areas intended for public usage, ingress, or egress.*
 2. *Outdoor live entertainment shall not be allowed unless separate approval is obtained for an outdoor entertainment use.*
 3. *In approving eating establishments, the decision-making body may impose conditions relating to the location, configuration, and operational aspects (including hours of operation, noise, and lighting) to ensure that eating establishments will be compatible with surrounding uses and will be maintained in an attractive manner.*

(2) Eating establishments in the C-1 district. Eating establishments in the C-1 district shall comply with the following standards:

- a. *The gross floor area shall not exceed 3,500 square feet.*
- b. *Hours of operation shall be limited to between the hours of 6:00 a.m. and 10:00 p.m.*

c. The sale of alcoholic beverages shall require a special exception permit.

The applicant has provided a response to these use-specific criteria within their application. The use is limited to 2,559 sq. ft. and the proposed hours of operation fall within the range permitted in the C-1 zoning district. The applicant has stated that the proposed use will minimize adverse effects to adjacent lands while operating in compliance with provisions listed in Sec. 19-4.3.3(C). Applicant also states that intention of use is not focused on serving alcohol. Staff recommends formal incorporation of TAC's recommended conditions, listed at the end of this report, into any motion for approval.

Staff finds, with appropriate conditions, the use complies with the specific use standards of the Land Management Ordinance.

3. Compatibility with the surrounding lands

Adjacent property is zoned and used as follows:

East: Single-family attached/detached (C-1)

North: Single-family residential (RM-1)

West (Across Chestnut St.): Single and multi-family residential (C-1)

South: Single-family detached and office (RM-1)

The subject site is currently under development with 'Overbrook Village,' a mixed-use development with anticipated office, fitness, retail, restaurant, and single-family attached residential uses. The applicant has stated that the propose use is appropriate for the location and compatible with the designed growth of this specific corridor. Staff finds that, with appropriate conditions, the proposed use will be consistent with the vision for Overbrook Village and compatible with adjacent land uses.

Staff finds that, with appropriate conditions, the use is compatible with surrounding lands.

4. Design does not have substantial adverse impacts

To minimize detrimental impacts on adjacent residential land uses, staff recommends that approval of the special exception permit be conditioned as recommended by TAC:

Staff finds that, with appropriate conditions, the design will not have substantial adverse impacts.

TAC Findings and Recommendation:

FINDINGS OF THE COMMITTEE:

1. The application, including the Application for Special Exception, Zoning Compliance Application, and all other documents submitted supplemental to those applications and received as part of the Board of Zoning Appeals files for this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The applicant indicates the intent to operate a restaurant with alcohol sales with hours of operation of 11:00 am to 9:30 pm.
3. The applicant indicates that the restaurant will serve seafood and will focus on a casual, family friendly environment, initially only for dinner service, reserving the ability to open for lunch service in the future.

4. The applicant indicates that live entertainment will not be available inside or outside; music will be provided through in-house speaker systems during hours of operation, with no amplified music provided outside the structure.
5. The applicant indicates that staff will be trained in all applicable manners relating to alcohol service.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application for a Special Exception Use Permit.
2. To prevent and/or minimize any potential adverse effects from the Applicant's business on surrounding uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations a condition or conditions of the permit. These conditions are related, in type and scale, to the impact the proposed use would have on the public and surrounding land uses and are in addition to the standard requirements outlined in Section 19-4.3.3(C) of the Land Management Ordinance:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the applicant, closing no later than 10 p.m.
 - b. This Committee recommends that all interior amplification be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
 - c. This Committee recommends that, except to provide ingress and egress, exterior doors and windows shall remain closed after 10:00 p.m.
 - d. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, adequate patron parking and applicable neighborhood parking restrictions.

Departmental Comments:

City Engineer Comments

Application review approval is subject to the applicant satisfying all conditions and requirements of the engineering divisions.

Traffic Engineer Comments

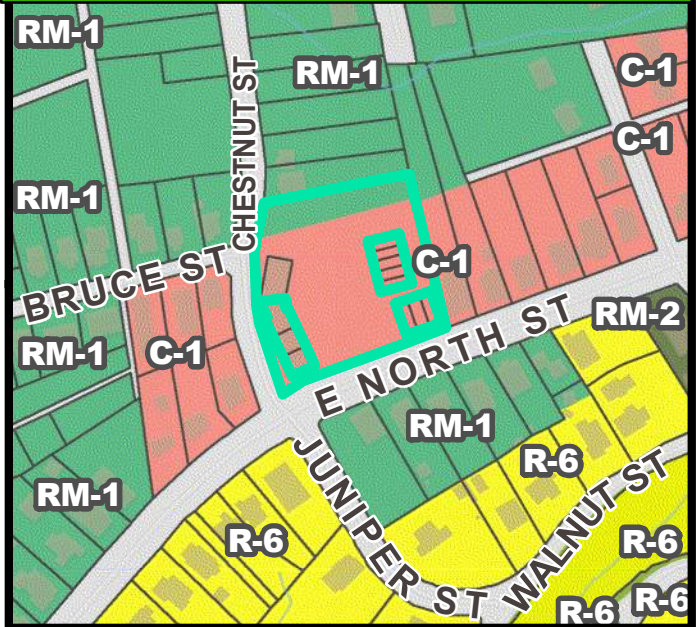
Traffic Impact Analysis form is required for all proposed developments. It can be found at: <http://www.greenvillesc.gov/TrafficImpactAnalysis>. Please fill out and submit online.

S 21-767 • 1501 E. NORTH STREET, STE 102

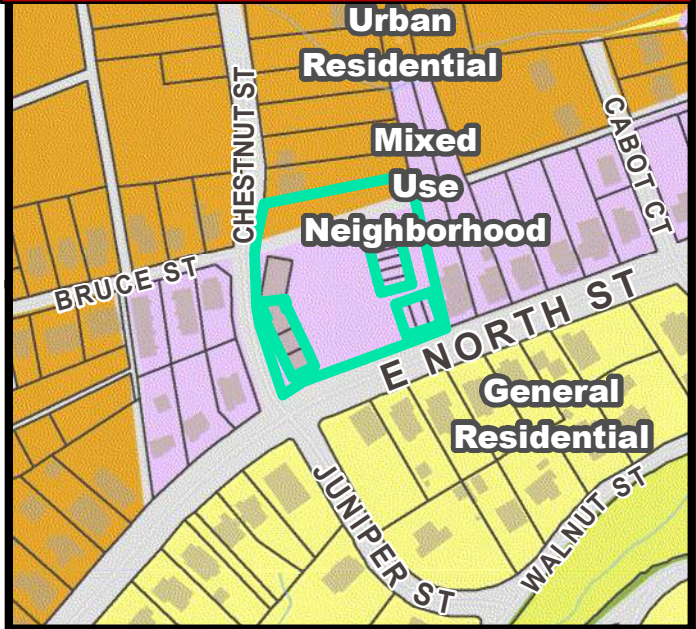
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

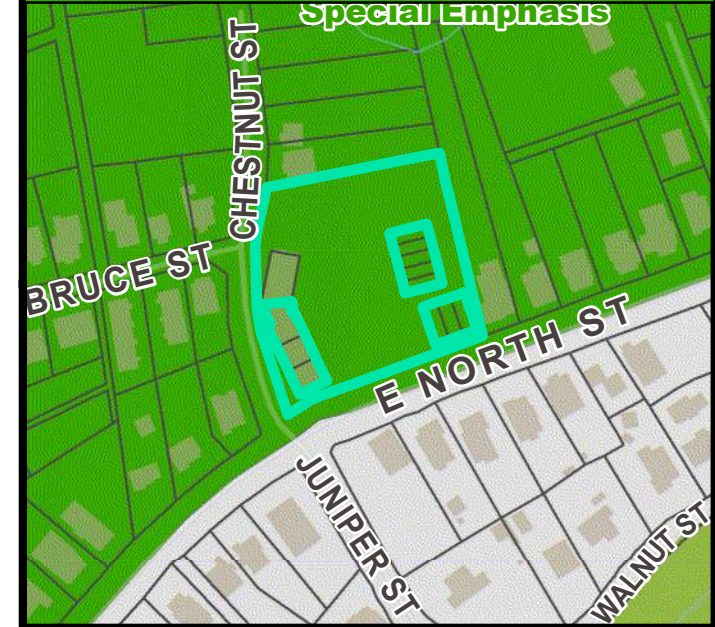


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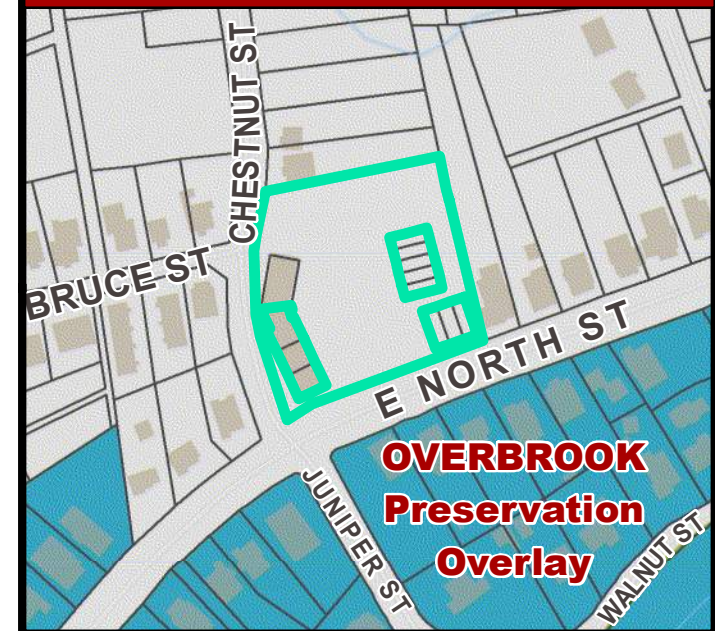
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





Office Use Only:

Application# _____ Fees Paid _____

Date Received _____ Accepted By _____

APPLICATION FOR SPECIAL EXCEPTION CITY OF GREENVILLE, SOUTH CAROLINA

APPLICANT / PERMITTEE*: Gregory R. McPhee Managing Partner Extra Crispy LLC
* _____ Name _____ Title / Organization _____
permit may be limited to this entity. Extra Crispy LLC

APPLICANT'S REPRESENTATIVE: _____
(Optional) _____ Name _____ Title / Organization _____

MAILING ADDRESS: 2 Mesa Drive Greenville, SC 29609

PHONE: (803) 445-9198 **EMAIL:** info@theanchoragerestaurant.com

PROPERTY OWNER: Richard Lynch

MAILING ADDRESS: 309 East Stone Avenue, Greenville, SC 29609

PHONE: (864) 630-0254 **EMAIL:** R.Lynch@psbKc pas.com

PROPERTY INFORMATION
STREET ADDRESS: 1501 East North Street Suite 102, Greenville, SC 29609
~~1503~~
TAX PARCEL #: 0190000207011 **ACREAGE:** 1.7 **ZONING DESIGNATION:** C-1

REQUEST

Refer to Article 19-4, Use Regulations, of the Land Management Ordinance (www.municode.com/library/)

DESCRIPTION OF PROPOSED LAND USE:

Full Service Eating Establishment

INSTRUCTIONS

1. The application and fee, made payable to the City of Greenville, must be received by the planning and development office no later than 5:00 pm of the date reflected on the attached schedule.

2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a special exception). See also **Section 19-2.3.5, Special Exception Permit**, for additional information. You may attach a separate sheet addressing these questions.

3. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.

4. You must attach the required application fee: \$250.00

5. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6, Determination of Sufficiency**, prior to placing the application on the BZA agenda. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

6. You must post the subject property at least 15 days (but not more than 18 days) prior to the scheduled hearing date.

_____ 'Public Hearing' signs are acknowledged as received by the applicant


Applicant Signature

7. **Please read carefully:** The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the planning office by separate inquiry determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived, then the planning office will indicate in its report to the Board of Zoning Appeals that granting the requested change would not likely result in the benefit the applicant seeks.

To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ☒ or is not ☐ restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.



9-9-21

APPLICANT / REPRESENTATIVE SIGNATURE

DATE



9-9-21

PROPERTY OWNER SIGNATURE

DATE

**APPLICANT RESPONSE TO
SECTION 19-2.3.5(D)(1), STANDARDS – SPECIAL EXCEPTION**

(YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

Please See Attached Document

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN **SECTION 19-4.3, USE SPECIFIC STANDARDS.**

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING: VISUAL IMPACTS; SERVICE DELIVERY; PARKING AND LOADING; ODORS; NOISE; GLARE; AND, VIBRATION. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL NOT CREATE A NUISANCE.

APPLICANT RESPONSE TO
SECTION 19-2.3.5(D)(2), STANDARDS – CHANGE IN NONCONFORMING USE

(YOU MAY ATTACH A SEPARATE SHEET)

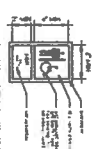
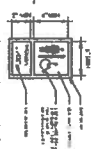
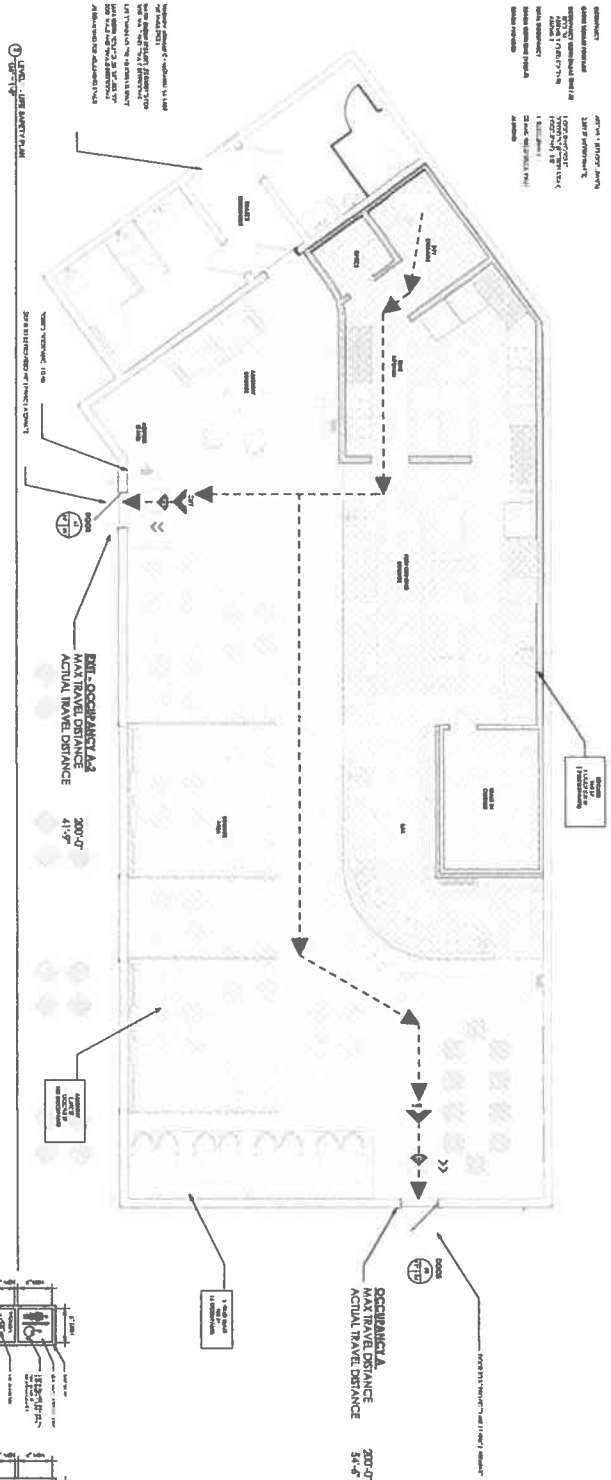
1. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE IS MORE IN CHARACTER WITH, OR EQUAL TO, THE USES OTHERWISE PERMITTED IN THE ZONING DISTRICT THAN THE EXISTING OR PRIOR NONCONFORMING USES.

Please See Attached Document

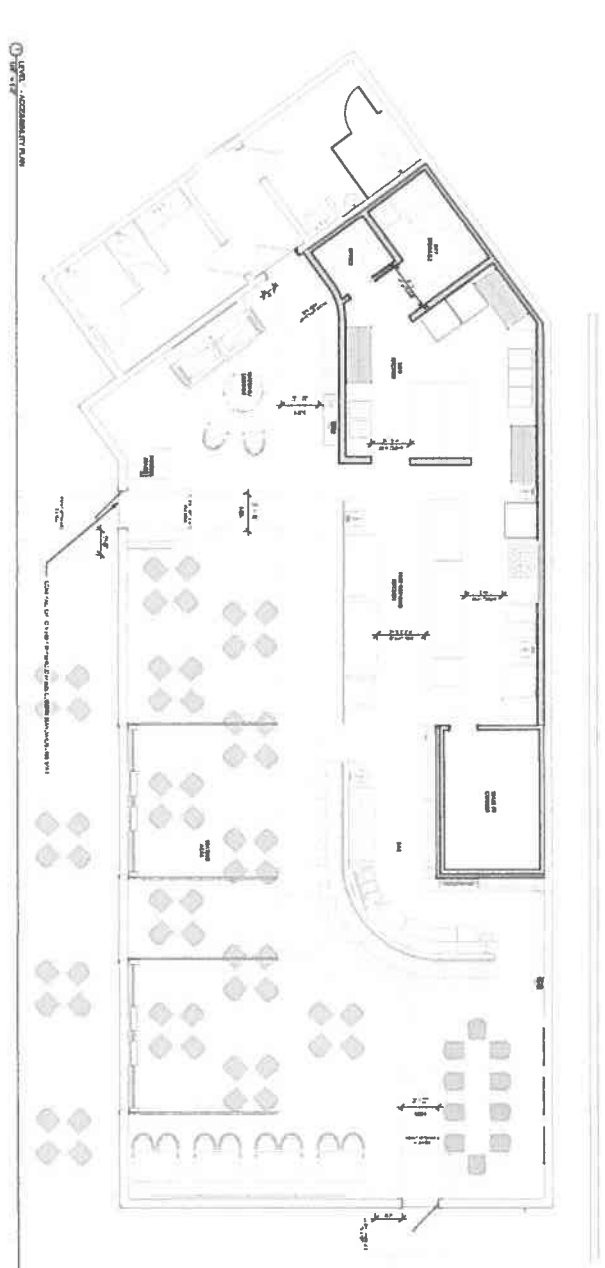
2. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE WILL NOT SUBSTANTIALLY AND PERMANENTLY INJURE THE USE OF NEIGHBORING PROPERTY FOR THOSE USES PERMITTED WITHIN THE RELEVANT ZONING DISTRICT(S).

3. IS ADEQUATE INFRASTRUCTURE CAPACITY AVAILABLE TO SERVE THE PROPOSED NONCONFORMING USE?

4. IS THE PROPOSED USE ONE THAT IS OTHERWISE PERMISSIBLE IN ANOTHER ZONING DISTRICT WITHIN THE CITY?

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Figure 1: A schematic diagram of a rectangular plate with a central rectangular hole. The plate has a width of 100 mm and a height of 100 mm. The hole has a width of 40 mm and a height of 20 mm. The plate is divided into four quadrants by a horizontal line at the center (y=50 mm) and a vertical line at the center (x=50 mm). The quadrants are labeled 1, 2, 3, and 4. The top-left quadrant is labeled 1, the top-right is 2, the bottom-left is 3, and the bottom-right is 4. The plate is supported by a fixed support at the bottom-left corner (0,0). The plate is subjected to a uniform pressure load of 10 N/mm² acting perpendicular to the plate surface.

Describe the ways in which the proposed special exception is consistent with the Comprehensive Plan:

We anticipate our presence as a locally owned neighborhood restaurant will only contribute to the strategy or carefully infilling and strengthening the existing Overbrook Neighborhood. We believe our plan to be thoughtful and considerate regarding the impact on our surrounding businesses and residents and that it will ultimately increase the quality of life, choice, and employment opportunities in the neighborhood.

Describe the ways in which the request will comply with the standards section in 19-4.3, use specific standards:

In reference to Section 19-4.3.3 Section A outlining general requirements:

- We believe our plans and the anticipated augmentation to the building will bring value to the property and only benefit the neighborhood. The site plan has in ground waste management and ample room to allow for proper disposal of waste that will lend itself to a neat and tidy property.
- The site plan allows for cars to be channeled through our parking area and includes a second exit along the back of the property as not to congest East North Street if patrons are attempting to turn left out of the parking area. It also includes the ability to loop around when looking for parking without venturing into the residential area behind the restaurant.
- All deliveries and waste removal will be conducted during daytime hours and will not conflict with any city ordinances.
- We are a full-service restaurant and do not anticipate an issue with loitering. Most of our business will be procured using a reservation system which should help to stagger the flow of people in and out of the building. Standing will not be allowed on the patio in our desired dining area.
- We do not intend to amplify sound outside the structure and the music playing inside the restaurant will not be directed towards the outside and will be at a reasonable level and will cease with the closing of the restaurant which will be around 9:30pm.
- We will not be open to the public later than 9:30 and do not see any issues arising from late night activities.

In reference to Section 19-4.3.3 Section C outlining eating establishments:

- We will not encroach on any public sidewalks or pathways and intend to have a very clear ingress and egress area.
- We will not offer live entertainment inside or outside.
- Our square footage is 2559 approximately which is well under the 3500 limits.
- Our operating hours will range from 11am and 9:30pm and fall within the requirements.
- We have completed and submitted a special exemption permit to sell alcohol.
- We are in the process of submitting all paperwork necessary with SLED for our ABL License.

Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding land and will not reduce the property values thereof.

We believe the request is appropriate for its location and only continues the thoughtful growth of the East North Corridor and the Overbrook neighborhood. The site has been converted from a more industrial use and developers have invested significant time and resources to developing a thoughtful plan that allows for an operation that will have a minimal environmental impact on the surrounding residential area. We believe that much like growth that has developed in the past few years further up the street, most notably Fork and Plough, we will bring an amenity to those in the neighborhood that are looking to support locally owned businesses and be able to walk to dining.

Describe the ways in which the request will minimize adverse effects on adjacent lands including visual impacts; service delivery; parking and loading; odors; noise; glare; and vibration. Describe the ways in which the request will not create a nuisance.

The request will minimize adverse effects to adjacent lands and fully intends to compliment the charm, character, and care of the surrounding area. The developer has worked with the City of Greenville on a site plan that follows all regulations and will allow for a minimal impact on the surrounding residential area.

- All signage will be minimal and in line with restrictions and guidelines put forth by the city.
- Ample parking is provided including handicap spaces, and deliveries will be conducted during daytime hours. Our establishment receives deliveries in smaller vehicles and will not have a steady flow of large trucks that may disrupt the traffic patterns or residents' ability to access their property.
- All hood vapors will be properly filtered, cooking oils regularly changed, and grease interceptors will be pumped in a timely manner in compliance with direction from ReWa.
- All waste will be contained in lined in ground receptacle that will not allow seepage into the ground and will minimize odor. Regular trash removal will be scheduled to prevent any negative impact to the property or surrounding properties.
- We intend to operate in hours that will not conflict with any local noise ordinances. No live entertainment or outside music will be present.
- All exterior lighting and signage will be minimal but will meet code requirements and upon completion of service unnecessary lighting will be turned off to ensure minimal impact on the neighboring properties.
- We will not be operating large machinery or equipment that will create any vibration on our property or surrounding.

Describe the ways in which the proposed nonconforming use is more in character with, or equal to, the uses otherwise permitted in the zoning district than the existing or nonconforming uses.

We believe that our proposed use is in character with the Overbrook Neighborhood and affords the residents and business users a family friendly full-service dining experience. We intend to create jobs with our project, engage with the local community and work towards further growth of the neighborhood, and provide a healthy and affordable food option for residents that is walkable. Our impact will be a positive one and we do not intend for our model to focus on the service of alcohol, only to offer it as a compliment to our fresh menu.

Describe the ways in which proposed nonconforming use will not substantially and permanently injure the use of the neighboring property for those uses permitted within the relevant zoning district(s)

The development of our restaurant will add value not only to our property but to the surrounding businesses and residents. We will not have an adverse impact environmentally, socially, or economically rather our presence is an amenity to those interested in a thoughtful and vibrant urban environment. We believe that we are in line with the Comprehensive Plans vision for a thriving urban corridor peppered with thoughtful development that works to enrich the lives of surrounding residents and businesses.

Is Adequate Infrastructure Capacity available to serve the proposed nonconforming use?

We believe that the site plan developed with direction from the City of Greenville as well as our upfit plans provide the proper infrastructure on site. We fully intend to work with ReWa to ensure we follow all grease interceptor guidelines. All codes specific to our site and fire and life plans will be followed. Parking is established and we believe the site plan allows for easy navigation of our area both for those coming and going. In addition to this the turning lane on East North Street will help alleviate any traffic congestion that could occur with people entering and exiting the site.

Is the proposed use one that is otherwise permissible in another zoning district in the city?

Our proposed use is permissible in other zoning districts in the city, however it is our understanding that we would still be subject to the Zoning Compliance Application for Establishments Serving Beer, Wine, Or Liquor.



city of greenville

Zoning Compliance Application

Establishments Serving Beer, Wine, Or Liquor

Applicant

Name Gregory R. McPhee Phone (803) 445-9198
Mailing Address 2 Mesa Drive Greenville, SC 29609
Email info@theanchoragerestaurant.com
Signature of Applicant [Signature] Date 9-9-21

Property Owner

Name Richard Lynch Phone (864) 630-0254
Mailing Address 1 309 East Stone Avenue, Greenville, SC 29609
Email RLynch@psbkcpcas.com
Signature of Property Owner [Signature] Date 9-9-21

Property Information

Address 1501 ~~1503~~ East North Street Suite 102, Greenville, SC 29601
TMS# 0190000207011 Zoning District Designation C-1

Description of Proposed Use

Provide details for each of the following, as applicable, on a separate sheet:

Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

Seating Plan

1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.
2. Schedule a feasibility inspection of the property: 864.467.4457

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol Vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status Of City Business License Application
5. Status Of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status Of Abl-901 Application To SC Department Of Revenue
7. Provide Documentation That Sled Requirements Have Been Met

Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management
6. Crime Prevention through Environmental Design (CPTED)



city of greenville

Provide a response for each of the following:

1. Describe the ways in which the proposed use is consistent with the comprehensive plan.
We anticipate our presence as a locally owned neighborhood restaurant will only contribute to the strategy of carefully infilling and strengthening the existing Overbrook Neighborhood. We believe our plan to be thoughtful when ~~to~~ considering the impact on our neighborhood and will increase the quality of life and offer high paying jobs to its residents.
2. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.
We believe our restaurant will easily blend into the existing commercial corridor. Our hope is that having fresh food options in walking distance for residents will positively impact the neighborhood and help raise property value.

3. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.
We intend to keep clean grounds free of debris, trash, and other clutter. All music will be located inside the building and will comply with local noise ordinances. All vapors from the kitchen will be properly filtered and waste will be disposed of and removed in a timely manner. In addition we will have ample parking and most deliveries are in small vehicles.

Meet With the Technical Advisory Committee

Applications for Zoning Compliance will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments and appointed by the City Manager:

Building Codes and Inspections
Business Licensing
Economic Development
Public Information and Events

Police
Fire
Planning
Legal

The Technical Advisory Committee convenes once-a-month to meet with Applicants and review Conditional Use Permit applications that may be granted by the Zoning Administrator. This process promotes a more comprehensive understanding of the Applicant's proposal, which in turn conveys a more comprehensive understanding of the multiple Departments' operating requirements and expectations.

The Applicant, Business Owner, and Property Owner (if different) are required to attend a regularly scheduled TAC meeting prior to granting a Conditional Use Permit. Managers and anyone involved in operating the business are also encouraged to attend. The meeting date, time, and exact location within City Hall will be confirmed upon submittal of this application to the Planning and Development office on the 5th floor of City Hall.

Extra Crispy LLC D.b.a 'Mr. Crisp' Operating Plan

Operating Plan

Sections:

1. Type of Business
2. Days & Hours of Operation
3. Staffing Schedule
4. Major Kitchen Equipment
5. Menu & Hours of Food Service
6. Parking for Customers & Employees
7. Designated Smoking Areas
8. Types of Entertainment
9. Closing / Last Call Procedures

1.Type of business: Full Service Restaurant

2.Days & Hours of Operation:

Monday & Tuesday: CLOSED Wednesday-Saturday: 5-9:30pm Sunday: 11-7pm

3.Staffing Schedule:

Back of House:

Mr. Crisp BOH					
	Wednesday	Thursday	Friday	Saturday	Sunday
Chefs					
Chef de Cuisine	12-CL Exp	12-CL Exp	11-10 Expo	11-10 Expo	10-8 Exp
Sous Chef	12-CL Line	9-6 Prep	9-6 Lunch	9-6 Lunch	9-6 Prep
Chef de Partie	1-CL Garm	1-CL Garm	1-CL Garm	1-CL Garm	10-8 Garm
Cooks					
Cook 1	1-CL Line	OFF	9-6 Lunch	9-6 Lunch	9-6 Prep
Cook 2	OFF	1-CL Line	1-CL Line	1-CL Line	10-8 Line
Cook 3	OFF	1-CL Line	1-CL Line	1-CL Line	10-8 Line
Stewards					
Dish 1	2-CL Dish	2-CL Dish	2-CL Dish	2-CL Dish	10-8 Dish
Dish 1	OFF	OFF	9-3 Dish	9-3 Dish	OFF

Front of House:

Mr. Crisp FOH					
	Wednesday	Thursday	Friday	Saturday	Sunday
Manager					
Floor Manager	12-CL	12-CL	12-CL	12-CL	10-8 Floor
Service Staff					
Bartender	2-CL Bar	2-CL Bar	2-CL Bar	2-CL Bar	9-3 Bar
Server 1	OFF	3:15 Serve	10:30 Lunch	3:15 Serve	10:00 Serve
Server 2	3:15 Serve	OFF	3:15 Serve	10:30 Lunch	10:00 Serve
Server 3	OFF	OFF	10:30 Lunch	3:15 Serve	12:00 Serve
Server 4	OFF	OFF	3:15 Serve	10:30 Lunch	12:00 Serve
Server 5	3:15 Serve	OFF	3:15 Serve	3:15 Serve	OFF
Server/Bar	OFF	3:15 Serve	10:30 L Bar	10:30 L Bar	2-8 Bar
Support					

Food Runner	OFF	OFF	4:00 FR	4:00 FR	11-8 FR
Hosts					
Host 1	3-CL	3-CL	11:00 Lunch	11:00 Lunch	10:00 Opener
Host 2	OFF	OFF	3:30 Dinner	3:30 Dinner	12:00 Closer
Host 3	OFF	OFF	4:00 Dinner	4:00 Dinner	OFF

4. Kitchen Equipment:

Major Appliances / Equipment:

Major Kitchen Equipment
Vulcan 60SS-6B24GBN
Convotherm C4ED10.10EB
12x8 Walk In Cooler
12' Hood Vent
Vulcan LG400-1
Beverage-Air SPE60HC-16
2 Door Freezer Reach In
Ecolab U-LT-1
Krowne 18-36DP
Krowne 18-24RD
Krowne 18-GSB1
Krowne 18-43R
Mantiwoc UD-0310A Neo 30"
Turboair TBB-4SG
Metal Prep Tables
Hanson Brass 800-RET-BCS
Champion G5S-PG710
Vollrath 40756
Robot Coupe R2B
Instapot
Anova Vac Machine
Anova Circulator
Cuisinart TOB-40
Vitamix Vitaprep
Full Speed Rack

5. Menu and Hours of Food Service:

The Hours of food service will run concurrently with operation hours listed above.

Raw / Cold:

Dozen Oysters, House Hot Sauce, Horseradish, Mignonette... MKT

Smoked Fish Spread w/ Salt & Vinegar Potato Chips or Bahamian Fish Fritters... \$12

Fresh Ceviche w/ Fresh Fried Corn & Citrus... \$15

Fish & Chips:

Market White Fish in our House Batter served over Steak Cut Fries with House Malt Vinegar, Special Aioli, and Grilled Lemon... 1 Pc \$15 2Pc \$22

Plates & Salads:

Moules Frites, Mariniere Style served with Baguette & Malt Vinegar Aioli... \$16

Roasted Beet & Strawberry Salad served with Whipped Ricotta, Mint, Dukkha... \$11

Cabbage Salad, Fish Sauce, Onion, Peanut, Thai Herbs... \$13 Add Fried/Grilled Fish

Chicken Tikka Masala, Classic recipe served with Aromatic Carolina Gold Rice... \$20

Sandwiches:

Grilled Fish Sandwich, Bibb Lettuce, Tomato, Lemon Horseradish Remoulade, Pickle... \$16

Lobster Roll, New England Style with Garlic Butter.... Mkt

Marinated Skirt Steak Sandwich, Baguette, Halloumi, Green Tahina Slaw, Marinated Onion... \$15

Sides:

Steak Fries / Green Tahina Slaw / Hush Puppies / Seasonal Vegetable

Dessert:

Sticky Toffee Pudding w/ Soft Serve... Soft Serve...

6. Parking for Customers and Employees:

The terms of our lease allow us the parking rights to a lot directly in front of the restaurant that is shared with our neighbors. There are 58 marked parking spaces plus handicap parking available.

7. Designated Smoking Areas:

Mr. Crisp will be a non-smoking facility. We will provide a fire safe cigarette disposal unit by our designated trash pickup area.

8. Types of Entertainment:

At this time there is no plan to have live entertainment at Mr. Crisp. We will have music supplied by an interior stereo.

9. Closing / Last Call Procedure:

Last Call will be called promptly at 9:30pm. All open garage doors and other exits will be closed and guests will be directed through our main entrance to ensure they are safe and not carrying any beverages with them off the premises. Once the last guest has left the doors will be locked to complete closing procedures. We will adhere to a strict buddy policy, meaning no employee is to be on premise after closing alone and certainly no employees are to proceed to the parking lot alone. We will have a safe secured in our office behind a locked door. A security monitoring system will be in place to safeguard against break ins. We do not anticipate that we will be a cash driven business so no night drops will be necessary, instead the opening manager will run to the bank as needed during normal business hours.

Rev	Description	Date
1	Issue for Review	08/11/2015
2	Issue for Review	08/11/2015

MR. CRISP
GREG AND BETH MCPHEE
1501 EAST NORTH STREET, SUITE 102 GREENVILLE, SC 29607

Mr. Crisp
1501 EAST NORTH STREET, SUITE 102 GREENVILLE, SC 29607
803-799-1111
www.mrcrisp.com

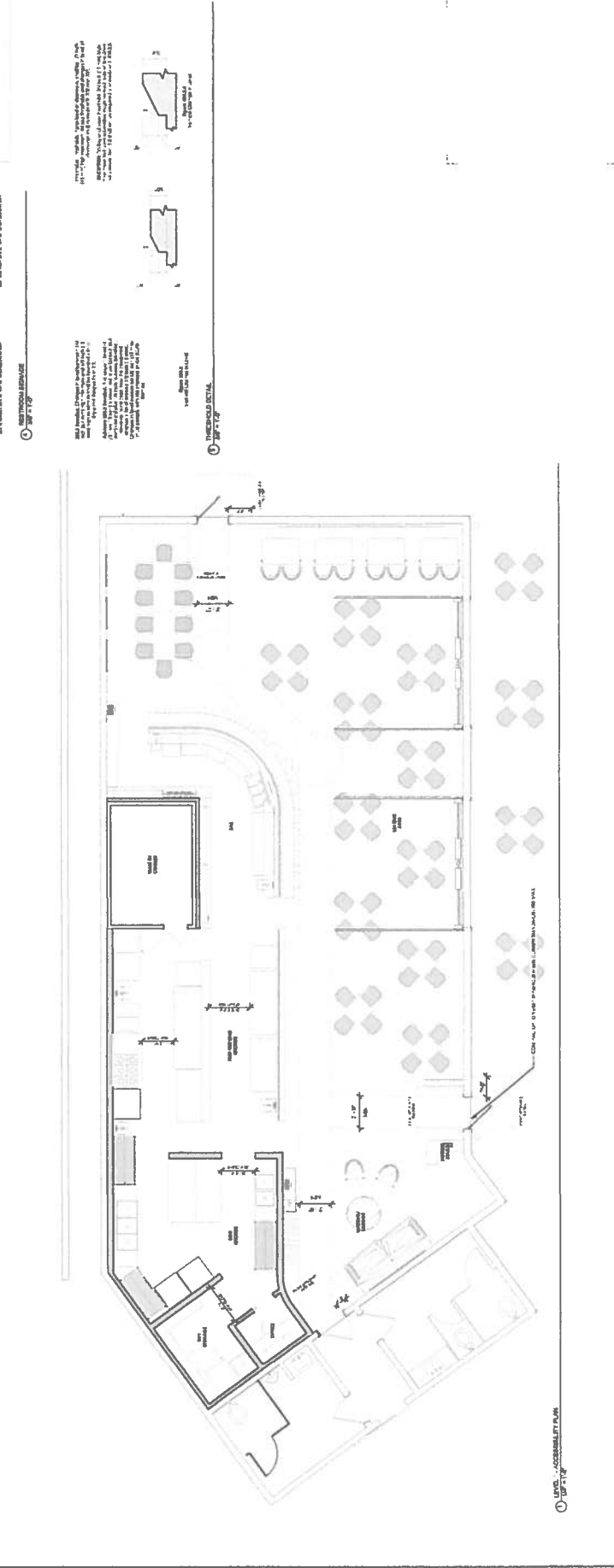
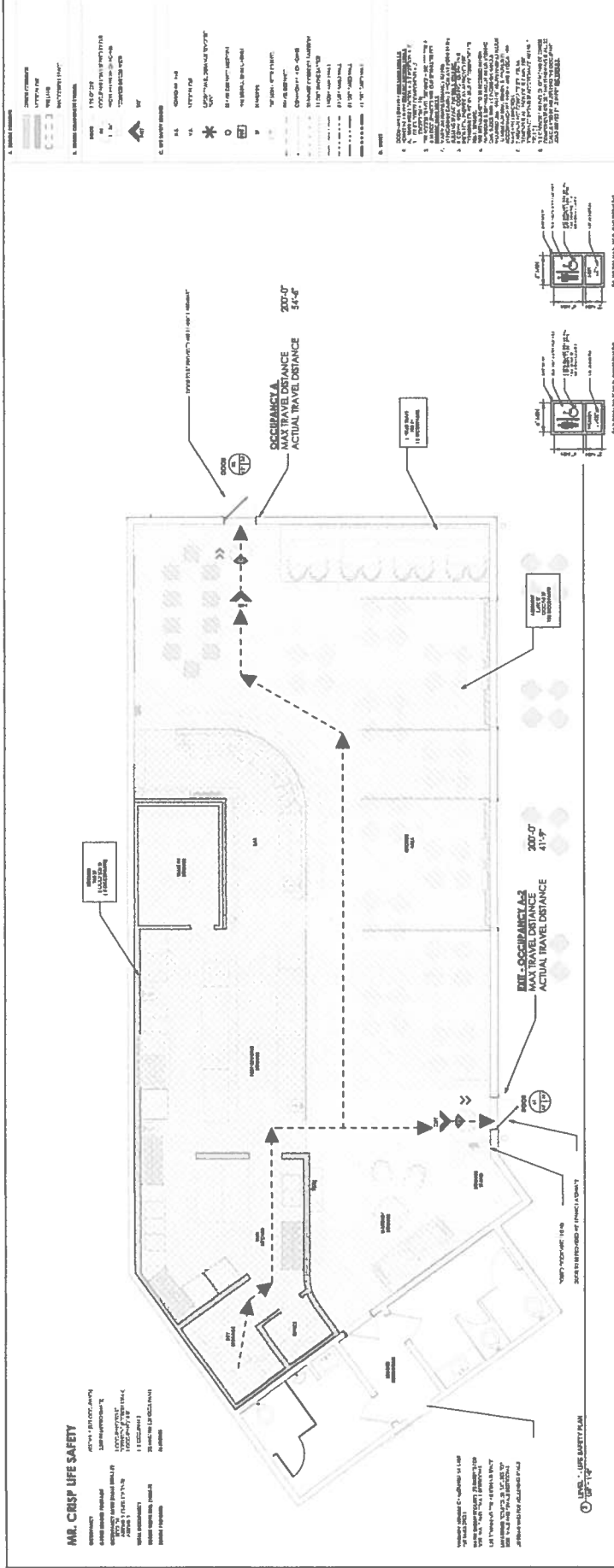
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LIFE
SAFETY/ACCESSIBILITY

A1.1



Extra Crispy LLC D.b.a 'Mr Crisp' Business Plan

Mr. Crisp will be a full service restaurant concept in the heart of the Overbrook neighborhood. The neighborhood has seen significant interest and investment in recent years and presents the opportunity to launch our business in a community set on supporting locally owned operations. The restaurant will be located at 1503 East North Street Suite 107 in a strip center.

Target Audience:

Mr. Crisp will be positioned at an approachable price point in order to allow for more frequent repeat customers. We believe this will allow for a broad range of demographics that will be drawn to the restaurant. The menu will feature fresh seafood, local meats, and vegetables. The thought is that with a carefully considered menu that offers fresh choices not available elsewhere in the city we will be able to service those individuals and groups in town that are dissatisfied with a lack of diversity.

Theme:

Mr. Crisp will be a family friendly restaurant centered around fresh Seafood. Everything will be made from scratch or will be sourced from local partners to give an authentically fresh feel. The aim with Mr. Crisp is to create a safe place to meet with friends, enjoy a libation and food or just simply enjoy the bright dining room. With high ceilings and clean bright colors, we hope to bring the life of the old building back to the forefront. A huge part of our focus will be on supporting not only local growers and farmers, but also the local arts community that has been a pillar of our existing restaurant The Anchorage. A large amount of the custom fabrication including focal art pieces are being sourced from local Greenville artisans.

Objective:

Mr. Crisp will be a for profit operation, however we will have a clear aim to continue to grow the Greenville food scene and local foods movement. The goal of opening and operating Mr. Crisp is to facilitate and foster our desire to continue to push the quality of food and service in our city. We hope to achieve this by putting a clear emphasis on educating our employees and consumers on what types of foods and beverages are available in the local community.

Empowering our employees will allow for confidence that will make the dining experience more approachable and comfortable.

Another objective of Mr. Crisp is to continue the development of the Overbrook neighborhood to grow it into the vibrant district it has the potential to be. A portion of available seatings will be left for walk in traffic to allow for locals from the neighborhood to enjoy dining on a whim. This influx of traffic will hopefully persuade more like minded businesses to relocate or expand to the East North and Overbrook commercial corridor.

Goals:

The ultimate goal of Mr. Crisp is to build a brand focused on quality and integrity in all aspects of our business. With our focus being on education and growing our employees the natural evolution is expansion in order to retain employees while ensuring that they have upward mobility. Mr. Crisp will be a training ground for employees that will eventually be promoted to higher positions in future restaurants. By growing our business this way, we will allow for improved buying power, offering benefits to all employees and offering even more choice to our customers through other outlets.

Projected Revenue Mix:

Check Averages		Dinner	Lunch	Sunday
	Beverage	\$15.00	\$7.00	\$12.00
	Food	\$25.00	\$18.00	\$20.00
	Total	\$40.00	\$25.00	\$32.00
	Total + Tax	\$42.80	\$26.75	\$34.24

Based on forecast the mix will be:

57% Food

25.65% Wine

17.1% Liquor

14.25% Beer

Fee for Entry / Members / Entertainment:

Mr. Crisp will be an approachable restaurant that will not charge a cover or offer live entertainment as part of its business plan. We will not sell memberships.

Status of City Business License:

We have registered with the State and have received our retail license, we will be applying for our City of Greenville Business License as our other permits are pushed through and construction begins.

SC DHEC Application Status:

In Progress.

Status of ABL-901 Application:

In Progress.

Documentation that SLED Requirements have been met:

In Progress.